

Governor's Council on Small Business  
[www.azgovernor.az/sb](http://www.azgovernor.az/sb)  
Friday, September 14, 2007  
10:00 a.m.  
Executive Tower, 2<sup>nd</sup> Floor Conference Room  
1700 W. Washington Street, Phoenix, AZ 85007  
Teleconference Dial-in number: 602-542-9007

## **Minutes**

### **Call To Order / Welcome**

Chair David Steele called the meeting to order at 10:02 a.m., initiating roll call and introductions for the participating members.

### **Roll Call**

#### **Members Present:**

David Steele, Judith Wood, Joann Hardy Carranza, Michael Coles, Pam Del Duca, Athia Hardt, Stephen Macias, Raul Montano, Choo Tay, Isidora Wright

#### **Members Present via Teleconference Bridge:**

Melissa Amado, Rosiland Moore, Lea Marquez-Peterson, Frank Rivera

#### **Members Absent:**

Barbara Bruce, Kenneth M. Frakes, Michael Ong Hing, Jan Leshner, Julian Claudio Nabozny

#### **Staff:**

Natascha Hebell-Fernando, Executive Director

#### **Guest Speakers to the Council:**

Mr. Chris Cummiskey, Government Information Technology Agency

Ms. January Contreras, Policy Advisor to Governor Napolitano's Office

Ms. Deb Sydenham, Community Development Division of the Arizona Department of Commerce

### **Opening Remarks**

Chair David Steele discussed the updated regulations and by-laws pertaining to the state of Arizona's open meeting laws, reiterating that the status of the council is that of a public body.

### **Approval of Minutes**

Chair David Steele determined that a quorum was present, and presented the minutes from the May 11, 2007 and July 23, 2007 meetings for approval. Council Member Michael Coles seconded the motion, and it passed unanimously at 10:13 a.m.

### **Presentations to the Council**

Presentation by Mr. Chris Cummiskey of the Government Information Technology Agency (GITA), (10:14 a.m.)

(To be approved)

Chair David Steele introduced Mr. Cummiskey, and recognized the Governor's commitment to leveraging technology for the benefit of small businesses.

Mr. Cummiskey thanked the Council, and acknowledged the Governor's commitment to transforming the way business is conducted within Arizona by utilizing technological advances.

Mr. Cummiskey's corresponding PowerPoint presentation discussed:

- The overall organizational mission of GITA, its approval and oversight capacity, and its role in pushing forth the Governor's strategic initiatives.
- The nature and background of the aforementioned strategic initiatives, including the Governor's focus on developing the Common Licensing Program to improve customer service and convenience through promoting accelerated efficiency and best practices, the state's partnership with Google to provide improved sitemap protocol and ensure that the state government is as open and accessible to the public as possible, and the development of Rural Broadband Access throughout Arizona in order to eradicate the current technological disparity existing between urban and rural residents. Mr. Cummiskey emphasized that the council's recommendations were incorporated in GITA's initiatives.

Mr. Cummiskey closed for questions and comments at 10:35 a.m., and Council Members Michael Coles and Joann Hardy Carranza commented on the professionalism of GITA, noting the Council's appreciation of that agency.

Chair David Steele thanked Mr. Cummiskey for his presentation, further noting the benefit of Google's *News Search* service to small businesses.

#### Presentation by Ms. January Contreras of the Governor's Office, (10:45 a.m.)

Chair David Steele introduced Ms. Contreras, and acknowledged both the Governor and Council's continued commitment to providing access to affordable health care for small businesses.

Ms. Contreras thanked Chair David Steele, and delivered a summary of the July, August and September "strategy sessions" aimed at discussing the various issues, and inviting feedback, recommendations, and strategies for advancing the Governor's Health Care Priorities based on the 90<sup>th</sup> Arizona Town Hall (spring 2008) findings that focused on:

- Affordability, coverage, access to care, and reducing inefficiency in the system, while utilizing technology to create cost-savings and sustainability.
- Using information to improve quality and care, and concentrating on wellness and prevention.
- The necessity of interagency partnerships, and town-hall derived recommendations in developing and implementing health care related solutions.

Ms. Contreras recognized the forthcoming budgetary constraints on developing strategies, and acknowledged Executive Director Natascha Hebell-Fernando's role in facilitating the strategy sessions on health care.

Chair David Steele discussed his involvement in a strategy session aimed at developing the Governor's Health Care Strategy in Arizona, citing the participating stakeholder's consensus on issues such as:

- Risk pools, preventative care and high conductible health care plans combined with an HAS.
- The necessity of initiating a freeze and not a cap on health care group, as well as viewing health care as an investment and not an expenditure.

Council Member's Joann Hardy Carranza Choo Tay, and Chair David Steele discussed the many issues facing the aging generations of citizens, and the consequent health care problems stemming from that "risk pool".

Ms. Contreras closed for questions at 11:10 a.m., and thanked the Council for its continued recommendations.

Chair David Steele thanked Ms. Contreras for her presentation, and commitment to improving health care.

Presentation by Ms. Deb Sydenham of the Arizona Department of Commerce (ADOC), (11:13 a.m.)

Chair David Steele introduced Ms. Sydenham, who briefly introduced herself, and deferred to Executive Director Natascha Hebell-Fernando for an overview of the community development capacity of the Arizona Department of Commerce.

Ms. Sydenham discussed:

- The core focus of the agency on Community Development, Workforce Development, Economic Development, and the subsequent components contained within each area.
- The Arizona Economic Regions, the Regional Representatives Pilot Program, and the corresponding role of that program's regional representatives.
- Regional cooperation within the state's economic development entities, and the agency's assistance to those entities and communities.

Ms. Sydenham opened for questions, and recognized the work of both Raphael Tapia and Sherri Lee with the Tribal communities throughout the state in response to the Council's inquiries about the Community Development Division's programs.

Chair David Steele thanked Ms. Sydenham, who in turn thanked the Council and concluded her presentation at 11:28 a.m.

**Reports**

Chair David Steele discussed the status of the grant application put forth for the retention of a consultant within the Arizona Department of Commerce to assist with the implementation of the Council's recommendations regarding the development of health care throughout the state.

Marketing, Communication and Outreach, (11:30)

Council Member Joann Hardy Carranza acknowledged the work of Kathy Rodriguez, Cheryl Lopez, and Executive Director Natascha Hebell-Fernando, citing the development of both the Small Business Services page of the ADOC website and Arizona Service Provider Network.

Council member Carranza further discussed:

- The Service Provider Network and the linking of business service related resources.
- The status of the forthcoming hands-on workshops and partnerships with statewide stakeholders for the development of rural outreach and collaboration in 2008, and the tentatively scheduled Town Hall meetings for Payson, Flagstaff, and Casa Grande.

Access to Financial Capital, (11:??)

Executive Director Natascha Hebell-Fernando, on behalf of Barbara Bruce (unavailable to attend for personal reasons), provided a brief update regarding the Small Business Services webpage and Commerce's Arizona Job Training Workshops with particular focus on access to financial capital. She then introduced Ms. Kathy Rodriguez, ADOC Assistant Director for Small Business Services. Ms. Rodriguez discussed the framework of the webpage, citing how the development of the page was shaped by the Council's recommendations for providing ease of access to the many services and resources available to the state's small business community.

Workforce Development, (11:39)

Council Member Rosiland Moore acknowledged the work of Executive Chair Natascha Hebell-Fernando, and proceeded to update the Council on:

- The progress of promoting the Service Provider Network, statewide service matrix, hands-on workshops, job training grants and other resources available to the small business owners throughout the state.

Chair David Steele recognized the progress made by Council member Moore and the sub-committee, and concluded the sub-committee reports at 11:50 a.m.

(To be approved)

## **Additional Recommendations**

Chair David Steele discussed the possibility of reorganizing the sub-committee structure within the Council, and the necessity of creating “task teams” that are outcome-based and focused on specific areas and report back to the larger body of the Council.

After opening the floor for discussion on the subject of restructuring the sub-committees, Chairs Judy Wood and David Steele addressed the individual committees and presented the task team structure framework, citing the potential for increased efficiency in pushing forth the various issues currently being undertaken by the Council.

Council Member Isidora Wright and Chair Judy Wood spoke on the issues to be carried forward and implemented, and Council Member Isidora Wright highlighted the need to continue to pursue the development of the Council’s outreach through the state procurement office.

Chair David Steele asked that Council Members Rosiland Moore and Joann Hardy Carranza continue to lead the areas of Marketing, Communication and Outreach, and Workforce Development, and suggested that the proposed organizational framework be put into writing and endorsed by the Council, so as to be in accordance with the state of Arizona’s open meeting laws.

Chairs David Steele and Judy Wood discussed the possibility of obtaining feedback from the small business community to provide the Council with improved insight into their needs, and the various issues facing them through partnering with ADOC and implementing an instrument to gain the aforementioned input.

Council Members Joann Hardy Carranza, Athia Hardt, Pam Del Duca, and Michael Coles discussed the benefits and shortcomings of multiple mechanisms for securing the feedback of the small business community with Chairs David Steel and Judy Wood, emphasizing the necessity of identifying new issues through outreach.

Chair David Steele proffered the prospective path forward, and suggested that the Council obtain an inventory of business surveys available, maintain the outreach efforts of the Town Hall sessions, and secure the expertise of an individual who might speak to the Council on the validity of the assessment oriented mechanisms available.

Chair Judy Wood agreed to lead the task team effort to pursue the recommendations of the Council, and it was determined by the Council that whatever mechanism is utilized must be sanctioned by both the Governor, and the Director of ADOC.

## **Call to the Public**

The call to the Public went out at 12:10 p.m., and there were no subsequent comments from public.

## **New Business and Announcements**

Chair David Steele reviewed the items addressed during the meeting, and extended his gratitude to Executive Chair Natascha Hebell-Fernando and ADOC.

The next meeting will take place on November 9, 2007, and is scheduled for the Grand Canyon Room of the Executive Tower.

## **Adjournment**

Chair David Steele adjourned the meeting at 12:15 p.m.

(To be approved)